

STEINWAY

The Instrument of the Immortals



RACHMANINOFF
at his Steinway
Accompanied by the New York Symphony Orchestra
Walter Damrosch, Conductor

The season of delight

WITH the coming of a Steinway to your home comes, too, an endless season of delight. A new conception of piano excellence is yours. For in whatever style of Steinway you may choose are qualities of touch and tone and action that have charmed three generations of the world's foremost musicians.

And these are Steinway qualities alone. Liszt, Wagner, Rubinstein—these men knew no restrictions in the choice of instruments. Each in his rich and fruitful life tried various pianos, but chose the Steinway for his own. Was it not Liszt, the master, who wrote to Theodore Steinway: "Your piano is a glorious masterpiece, in power, in sonority and in harmonic effects"?

The love of musical perfection, the pride of craftsmanship which built the early Steinway have lived and flourished through four generations of the Steinway family. To-day the greatest artists in every field of music choose the Steinway for its unexampled excellence. It is Paderewski's companion upon every concert tour; Rachmaninoff will

have no other; wherever Josef Hofmann plays, his piano is the Steinway. Cortot, Friedman, Lhevinne and Levitzki prefer the Steinway above all others. Each passing year has played its part to bring a greater Steinway into being.

In their devotion to perfection in piano manufacture, Steinway & Sons have always kept in view the needs of music lovers—the requirements of the aspiring pianist. Steinway pianos are made in styles and sizes suitable for every type of home. Each is a perfect example of the Steinway art, matchless in tone—unequaled in touch and action—permanent in every smallest part.

And Steinway endeavor has not stopped with this. To make it possible for those whose means are modest to own the Steinway, convenient terms of payment have been arranged that will relieve your purchase of embarrassment. . . . How often are your Christmas joys but temporary, your gifts the tenuous pleasures of a day? Would it not be better this year to have your Steinway—this year to begin your "endless season of delight"?

Any new Steinway piano may be purchased with a cash deposit of 10%, and the balance will be extended over a period of two years.

Prices: \$875 and up

In Greater New York, Steinway pianos are sold only at Steinway Hall

Used pianos accepted in partial exchange

Sometimes people postpone the purchase of a Steinway because they do not realize that their old piano will be accepted as partial payment. Steinway & Sons will gladly examine your piano and fix a price upon it to apply on a new Steinway.



Special

MADAME FRANCES ALDA
Soprano, Metropolitan Opera Company
in recital—free to the public

THURSDAY, DECEMBER 14th
EVERY THURSDAY afternoon, at 3 o'clock, a special recital is held at Steinway Hall, in the "intimate" recital room. A well-known artist is soloist on each occasion. Admission is free. As the intimate recital room seats only 200 persons, seats must be secured in advance. Apply by telephone (STUYvesant 0500), by letter, or in person to Steinway & Sons, Steinway Hall, 109 East Fourteenth Street. Subway express stations at the door.

STEINWAY & SONS, STEINWAY HALL, 109 E. Fourteenth St.

SUBWAY EXPRESS STATIONS AT THE DOOR